Internet has been visited by different kind of public and organizations as a new and competitive tool of marketing in the winery field, specially related with the OD and the online transaction options (Doolin et al. 2002). However, through the internet also it has risen the opportunity of appear specialized sites with new interfaces (three party webs) where they are compared with other different brands, *marriage*, promotions, etc., which could add value to some wines (Connolly et al. 1998). The wine world has been also participle of multiple distribution channels to sell products and services on a more efficient way through a combination of the traditional and electronic channels. It’s important for the organizations to depend on the channels which better adapt to the organizations’ needs (O’Connor & Frew, 2004). Anyway, the wine selling through the websites, usually means deep cultural changes as it happens between Europe and USA (especially Spain). As well it exists the possibility of global discounts and therefore the option to compete in a *glo-local* way (Morgan & Jeong, 2007) in a moment when the demand from USA and China is rising and the old traditional markets (France, Italy and Spain) are decreasing. However, wine-makers have a competitive opportunity to cheer up the consumers to visit their properties, wineries and and get additional information about winery products through three party internet Portals or website with only one window. (Morosan & Jeong, 2007). Wine-makers must be interested in knowing how customers can compare their attributes with their competitors.